

CLAIMS

What is claimed is:

- 1 1. A system for creating a web-based survey comprising:
2 a host machine having a survey creation engine and a
3 web server; and
4 a client machine connected through a communications
5 network to a host machine.
- 1 2. The system as in claim 1 further comprising:
2 a database accessible by the survey creation engine and
3 by the web server.
- 1 3. The system as in claim 2 wherein
2 the database comprises a plurality of web content
3 objects.
- 1 4. The system as in claim 3 wherein
2 the survey creation engine is operable to compile a
3 plurality of web content objects to create the web-based
4 survey.

1 5. The system as in claim 4 wherein the web server is
2 operable to serve the web-based survey to the client
3 machine.

1 6. The system as in claim 3 wherein
2 the web content objects are editable.

1 7. The system as in claim 3 wherein
2 the web content objects comprise a template.

1 8. The system as in claim 3 wherein
2 the web content objects comprise design objects.

1 9. The system as in claim 3 wherein
2 the web content objects comprise question objects.

1 10. The system as in claim 1 wherein the web server is
2 operable to serve responses to the web-based survey.

1 11. The system as in claim 1 wherein the web server is
2 operable to receive web-based survey responses.

1 12. The system as in claim 1 wherein the web server is
2 operable to analyze responses to the web-based survey.

1 13. The system as in claim 1 wherein the web server is
2 operable to serve analyzed responses to the web-based
3 survey.

1 14. The system as in claim 2 wherein
2 the database comprises a locker.

1 15. The system as in claim 1 wherein
2 the host machine comprises an e-mail list management
3 facility.

1 16. The system as in claim 2 wherein
2 the host machine comprises a panel list management
3 facility.

1 17. A method for creating a web-based survey comprising:
2 providing a host machine having a survey creation
3 engine and a web server; and
4 providing a client machine connected through a
5 communications network to the host machine.

1 18. The method as in claim 17 further comprising:
2 providing a database accessible by the survey creation
3 engine and the web server.

1 26. The method as in claim 18 wherein
2 the database comprises a locker.

1 27. The method as in claim 17 wherein the web server is
2 operable to receive responses to the web-based survey.

1 28. The method as in claim 17 wherein the web server is
2 operable to analyze responses to the web-based survey.

1 29. The method as in claim 17 wherein the web server is
2 operable to serve analyzed responses to the web-based
3 survey.

1 30. The method as in claim 17 wherein the web server is
2 operable to serve web-based survey responses.

1 31. The method as in claim 17 wherein
2 the host machine comprises an e-mail list management
3 facility.

1 32. The method as in claim 17 wherein
2 the host machine comprises a panel list management
3 facility.

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